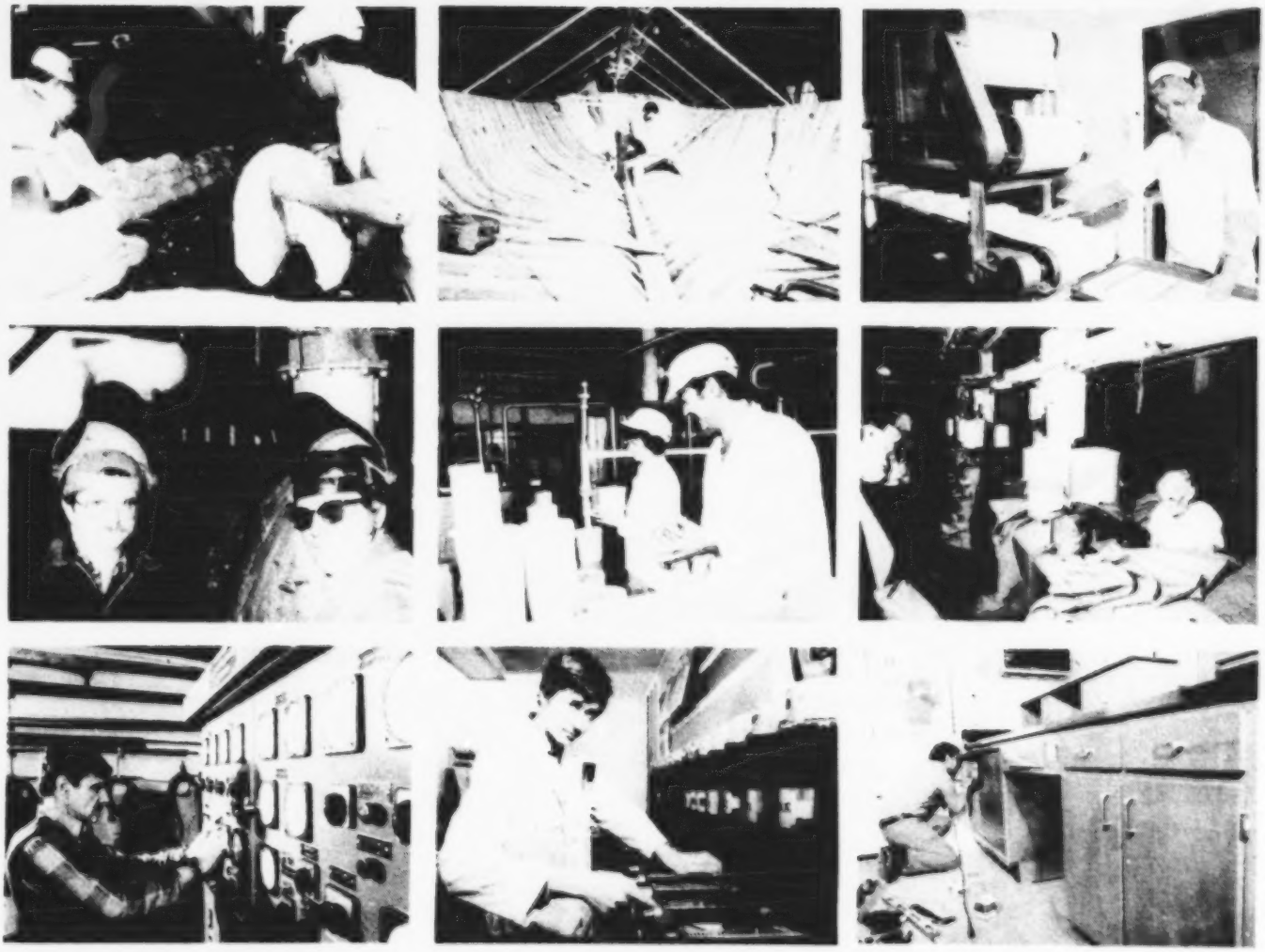
PRINCE EDWARD ISLAND

Department of Industry Annual Report 1985



Prince Edward Island is more than just a pretty place.
It is people .... people working in industry.

Lieutenant Governor of Prince Edward Island
The Honourable Lloyd G. MacPhail

May it Please Your Honour:

I have the honour to submit herewith the Annual Report of the activities of the Department of Industry, for the period January 1, 1985 to December 31, 1985.

Your obedient servant,

Leonce Bernard

Leonce Bernard
Minister

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PRINCE EDWARD ISLAND

DEPARTMENT of INDUSTRY

Shaw Building
P.O. Box 2000

Charlottetown
C1A 7N8

Office of the Deputy Minister

Honourable Leonce Bernard
Minister
P.E.I. Department of Industry
P. O. Box 2000
Charlottetown, P.E.I.
C1A 7N8

Dear Mr. Bernard:

I am pleased to submit herewith the Annual Report for the Department of Industry for the calendar year 1985. In the year, the Department continued to expand services and programs. Perhaps the most significant structural change was the addition of the Apprenticeship Section to the Human Resource Development Division.

In 1985, the Department continued to provide programs and services essential to the needs of Island employers, employees and communities. Each of the three divisions of the Department, namely Community Economic, Human Resource and Industrial Development Divisions introduced new programs to encourage employment development. The Community Economic Development Division introduced six new programs designed to assist the cultural industries and to create employment in the rural areas. A Career Internship Program, also administered by the Human Resource Development Division, was introduced in 1985. By the terms of this Program college and university graduates are provided an opportunity to gain valuable work experience. The Industrial Development Division introduced a new program, Graduates in Business, which is designed to encourage university graduates and/or Holland College Graduates to become entrepreneurs.

I am confident in stating that the Department has been innovative in developing programs to enhance employment and training opportunities for Islanders. One of the major efforts of the Department in this regard was to spearhead the project to attract Litton Systems Canada to this Province. The Department provided the social and economic data required by the Litton evaluation team to assist them in determining the best Maritime site/location for their proposed facility. The time and effort devoted to this task was rewarded by the announcement in December, 1985 by Mr. Ron Keating, President, Litton Systems Canada Limited of Litton's decision to locate the proposed plant in the West Royalty Industrial Park provided the consortium of Litton-Oerlikon is successful in their bid to the Federal Government to construct the Low Level Air Defence System (LLADS).

The Department was/is also pleased to have assisted in the organization of the highly successful Financial Post Conference with the theme Prince Edward Island, the Best of Both Worlds, a Healthy Lifestyle and Supportive Business Climate. The objective of the Conference was to promote Prince Edward Island as a viable location for new businesses.

The Department of Industry was also responsible for Prince Edward Island's Expo 86 Pavilion in Vancouver. Staff within the Department are co-ordinating the planning for its smooth operation. It is anticipated the Pavilion will promote Prince Edward Island as a worthwhile place to visit and/or to establish a business.

High levels of unemployment continue to plague the Province. In this regard, employment development and entrepreneurship represent two of the major thrusts of the Department. Efforts in 1986 will concentrate on increasing the employment and training opportunities for Islanders. As a further measure to create job opportunities the Department will continue to assist Island communities in their regional planning.

Mr. Bernard, your Department of Industry look forward to the challenges of 1986 and to assist you in your commitment to provide long-term, meaningful jobs for Islanders.

Sincerely,

Douglas A. Cameron

Douglas A. Cameron
Acting Deputy Minister

ADMINISTRATION DIVISION

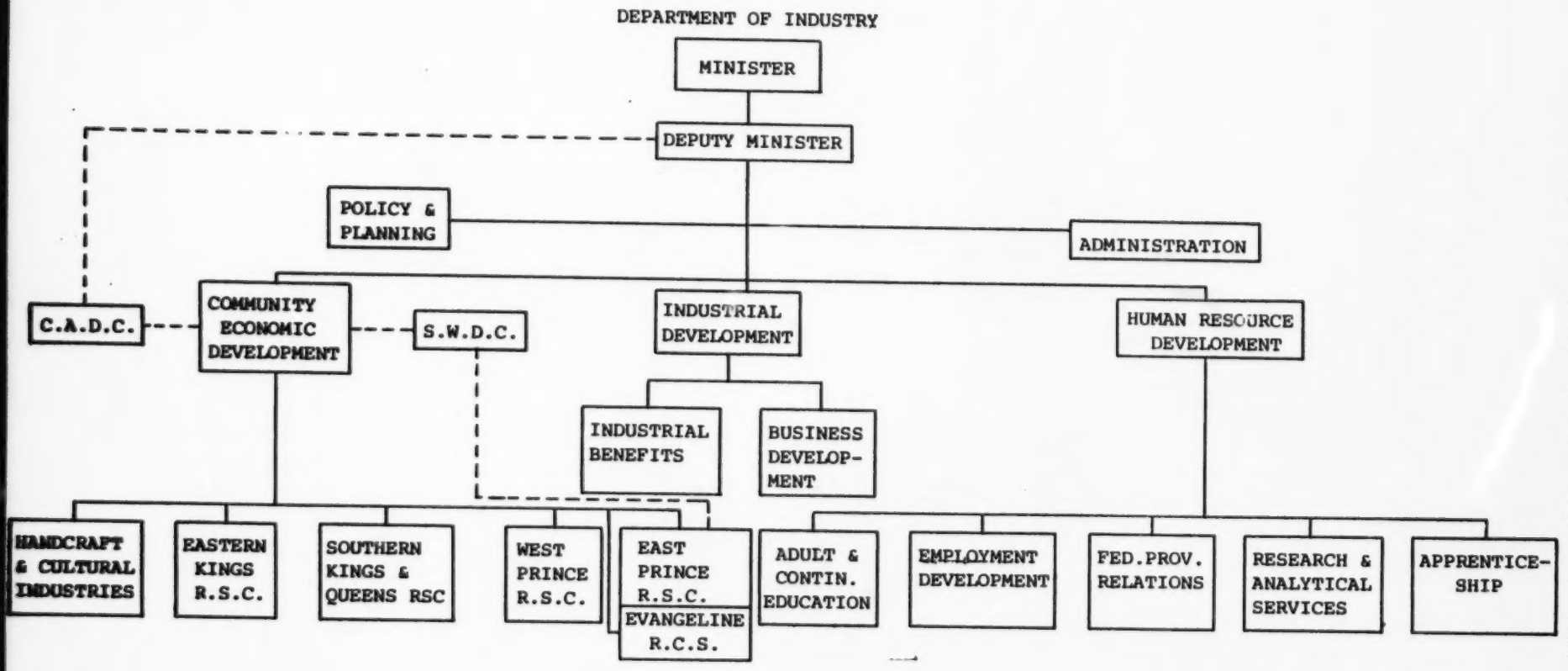
The operating budget for the fiscal year ended March 31, 1985 was $7,783,900. Actual expenditures amounted to $8,854,671. Total revenue was budgeted to be $4,435,100 while actual revenue amounted to $5,299,598. A detailed financial breakdown of expenditures and revenue can be found in Appendix "A".

The total staff complement at December 31, 1985 was 61 employees (57 full-time, 3 part-time and 1 temporary). Figure 1 presents the Departmental "Organization Chart" in Division and Section form.

Primary functions carried out by the Administration Division included accounting, personnel, secretarial services, budgeting and inventory control.

ORGANIZATIONAL CHART

Figure 1



EXPO 86

On September 16, 1985, the Province of Prince Edward Island officially announced that it would be participating in the 1986 World Exposition - A **World in Motion - A World in Touch** - scheduled for May 2nd through October 13, 1986 in Vancouver, British Columbia. This announcement marked the first time that Prince Edward Island had chosen to participate as an "official participant" in the World Exposition.

Sponsored by the Department of Industry, Prince Edward Island's participation in Expo 86 is marketing oriented. The Prince Edward Island presence will provide first-time exposure to millions of travellers. It is estimated that 15 million people will visit the Expo site. Expo 86 offers an unique opportunity for visitors to "see", "visit" and learn of Prince Edward Island as demonstrated by the Pavilion's theme - **"Discover an Island"**. In many instances, it will change perceptions as to what Prince Edward Island has to offer.

Participation in Expo 86 will enable Prince Edward Island to pursue and nurture business investment and industrial development opportunities as well as promote the Island as a special place to live and to work.

Located centrally on main False Creek site, the Prince Edward Island Pavilion occupies a section of an Expo constructed international pavilion situated on the Marine Plaza. The Prince Edward Island Pavilion is approximately 250 square metres (2800 square feet) in dimension. Approximately 190 square metres (2100 square feet) of space in the Prince Edward Island pavilion will be designated for exhibitry and visitor traffic. Upon completion of construction, the Prince Edward Island pavilion will provide facilities for a visitor's lounge, a pavilion sales boutique, staff area and exhibit area.

The total project budget of Prince Edward Island's participation in Expo 86 is $850,000 which is cost shared between the Federal ($500,000) and Provincial ($350,000) governments.

COMMUNITY ECONOMIC DEVELOPMENT DIVISION

The role of this Division is to act as a catalyst for the promotion of stronger Island Communities.

Community based workers manage the Regional Services Centres and provide staff support to most Community Development Organizations, especially in their efforts to promote job creation through business starts.

Regional Economic teams encourage entrepreneurs to start up or expand their businesses by helping them to plan their ideas and informing them of government programs. The Venture Planning Program, Rural Business Center Program and Cottage Industry Development Program are implemented through these Regional Staff. The following report will identify the broad range of community support provided and will expand upon these following statistical highlights from the Regional Centres.

- Approximately 1000 Community Group meetings were held in the Centres;
- Economic Development Staff attended 700 meetings in their Regions;
- 270,000 incoming telephone calls were made to the Centres;
- 80,000 client visits were made.

The Craft and Cultural Industries Section followed up on new initiatives which were created to respond to the Provinces new Cultural Industries Policy.

These initiatives include:

i) Craft & Cultural Industries Grant Program;
ii) Craft & Cultural Industries Support Services Program;
iii) Craft Production Co-operative Program
iv) Cultural Product Development Fund;
v) Cottage Industry Development Program

A section of the report will outline the positive experience of 1985 for Craft & Cultural Industries.

Native Economic Development is another responsibility of this Division. The report will identify a busy year of worthwhile endeavours for Native people.

Regional Service Centres

Government Services to rural areas is facilitated by the Regional Services Centres. Industry staff from this Division manage the Centres, promote the concept of providing a full range of government services to residents of the service region.

In 1985, a total of 80,000 visits and 270,000 telephone calls were made to the Centres located in West Prince, East Prince, Eastern Kings & Southern Kings & Queens.

A satellite office operates in Morell and a bilingual service is provided from an Evangeline Centre.

For the convenience of those using the Centres, an inventory of frequently requested application forms and pamphlets from various Provincial and Federal Government Departments is maintained. Meeting rooms are made available to non-profit, non-political groups. In 1985, 1000 such meetings were held. Also, some audio-visual equipment is available for loan.

This year, three of the Centres installed new telephone switchboards in order to accommodate the high telephone useage and generally modernize the phone system. Presently all the Communities within each Region have toll free access to the Services Centre and each Service Centre has toll free lines to the Charlottetown exchange.

In this reporting year, the Department of Justice increased its Community Services and added Probation Workers to the Regional Staff complement in West Prince and the Southern Kings and Queens Centres. The Centres provide secretarial support and office accommodations to these workers.

The Land Valuation & Assessment Division of the Department of Finance & Tourism made officers available in the Regions on a part-time basis during the period when property tax assessments were distributed. This assisted clients to make inquiries concerning their billing.

The Council of the Disabled were provided with office space in each of the Centres during 1985. This allowed a worker and an outreach project worker to use the Centres as a base for servicing the Council's Regional case load.

The following table presents a list of those Departments and agencies in each of the Centres along with the number of client visits and phone calls received as well as other services provided.

DEPARTMENTS AND AGENCIES REPRESENTED AT

REGIONAL SERVICES CENTRES - CLIENT STATISTICS

DEPARTMENTS	WEST PRINCE		EAST PRINCE		EASTERN KINGS		SOUTHERN KINGS & QUEEN	
	Client Visits	Phone Calls	Client Visits	Phone Calls	Client Visits	Phone Calls	Client Visits	Phone Calls
Full-Time:								
Agriculture	1,968	8,307	3,081	9,788	1,893	6,788	1,294	5,390
Canada Employment Centre	7,156	25,282						
Artificial Breeders Assoc.		3,438		6,060				2,476
Community & Cultural Affairs	453	5,517	632	5,084	535	2,544	992	3,516
Highway Safety					9,600	6,509	15,178	4,313
P.E.I. Housing Corp.	1,065	5,811	591	5,096	1,824	8,190	1,296	5,546
Industry	3,374	14,443	1,718	7,998	3,284	10,714	1,660	4,268
Land Development Corp.	308	1,398						
Public Works							167	957
Red Cross	299	741			34	447	360	1,126
Social Services	2,431	24,088			5,105	24,369	4,463	33,171
Part-Time:								
Finance (Taxation)	14	9						
Land Development Corp.					36	111	45	115
Forestry	107	177			171	654	127	504
Health	Messages							
Addiction Foundation	13	78						
Labour	Messages							3
Lending Authority	Messages							
Seniors Home Repair	39	240					38	665
Workers Compensation	Messages							
Health & Welfare Canada	283	159	1,112	1,798	409	855		
Armed Forces	39	3						
Vet Clinic		1,287						

DEPARTMENTS	WEST PRINCE Client Visits	WEST PRINCE Phone Calls	EAST PRINCE Client Visits	EAST PRINCE Phone Calls	EASTERN KINGS Client Visits	EASTERN KINGS Phone Calls	SOUTHERN KINGS & QU Client Visits	SOUTHERN KINGS & QU Phone Calls
Community & Cul. Affairs (Env.)	Messages							
Federal Business Development Bank	6		31	84			1	5
Immigration	2							
Employment Development Branch	134	57			15	631	118	871
Outreach	29	3	42	354			32	177
Dept. of Veterans Affairs	156	60					23	48
Members - Legislative Assembly			1,227	4,612	770	3,290	17	200
Parks Division			8	86				
Regional Planning Board			21	205				
P.E.I. Development Agency				144				
Central Mortgage & Housing Corp.			9	82				
Education			11	22				
Justice	48	246			604	1,127	942	2,085
Women's Employment Development	156	585	65	402			18	137
Civil Service Commission	132							
Canadian Mental Health			74	378				
Income Tax	21	9	117	195			317	216
Miscellaneous	246	306	174	1,347	92	552	375	1,431
TOTAL	18,479	92,244	8,913	43,735	24,372	66,781	27,463	67,220

Visits to the Evangeline Centre equal 1,200 and phone calls equal 900. This Centre is cost shared by the Secretary of State and has 2 full-time bilingual workers. As well as accessing government services, they provide a development resource service to the many area organizations.

OTHER SERVICES PROVIDED

	WEST PRINCE	EAST PRINCE	EASTERN KINGS	SOUTHERN KINGS AND QUEENS
- Trapping Licenses	80			75
- Firearm Safety Permits	249	233	49	210
- Fur Export Permits	165	73	20	57
- Night Hunting Licenses	6			
- Community Meetings	368	276	126	132
- Government Staff Meetings	230	471	134	251
- Marriage Licenses	85			
- Electrical Applications	794	846		745
- Building, Mobile Home & Sewage Permits	383	390	249	284
- Derelict Car Body Removal	49	39	87	
- Audio Visual Equipment Loans	105	80	90	130
- Plumbing Permits		275		

These are mostly services provided by Community & Cultural Affairs with clerical assistance from the Cenre (Industry Staff).

Community Economic Development Approach

Each Regional Centre has Economic Development officers to provide community planning services and assist the various communities to improve their commercial base. Along with a community organizational support role, these workers assist community businesses in considering ideas for new ventures or expansions. Each regio al report indicates the high usage and significant impact this Community Economic approach to development has achieved. The following table summarizes some of the activities of the economic development officers.

	WEST PRINCE	EVANGELINE	EAST PRINCE	S. KINGS & QUEENS	EAST KINGS
Business Consultations Made	298	53	320	242	170
Venture Plans Prepared with Clients	30	7	40	42	39
Business Establishment Visits Made	118	21	69	227	138
Projects Undertaken	37	10	10	13	22
Meetings Attended for:					
- Community Advisory Boards	9	13		18	10
- Area Industrial Commissions	15	18	5	23	9
- Development Corporations			78		
- Municipal Economic Committees	24		67	20	39
- Make Work Project Sponsors	40		23	28	10
- Chamber of Commerce	3	6	27	11	
- Various Other Economic Groups	72	23	55	22	61
TOTAL MEETINGS ATTENDED	163	60	255	122	129

VENTURE PLANNING SERVICE

On a Regional basis 158 business ideas were planned at the clients request through the Venture Planning Service. The following listing indicates the type of opportunities proposed by the Regional clients.

WEST PRINCE

Community	Opportunity
Elmsdale	Fish Farm
O'Leary	Dress Shop
O'Leary	Fertilizer Plant
Alberton	Teen Clothing*
Tignish	Restaurant
O'Leary	Used Book Shop
Unionvale	Welding Shop*
Rosebank	Processor- Canned Beef/Chicken
Elmsdale	Food Store
Ellerslie	Pelting Service
Ellerslie	Woodworking
Tignish	Sailmaking and Rain Suits
O'Leary	Tool Rental Business
O'Leary	Auto Body Repair*
Montrose	Vinyl Siding
Freeland	Manufacture Boats & Garage Doors
Tignish	Machine Shop
Elmsdale	Lawn Care
Howlan	Saw Mill
Elmsdale	Cannery*
Harper Road	Handcraft
Alberton	Clothing Store

EAST PRINCE

Summerside	Cartage & Delivery Business
Miscouche	Home Appraisal Service*
Miscouche	Greenhouse*
Kensington	Security Business*
Summerside	Upholstery Business*
St. Eleanors	Packaged Meat*
Summerside	Appraisal of New Business
Sherbrooke	Plumbing & Heating*
Sherbrooke	Sheet Metal Fabricating
Clinton	Sign Painting
Lower Bedeque	Woodworking Shop*
Summerside	Donut Franchise*
Summerside	Woodcraft Shop
Summerside	Manufacture Backlit Awnings
Summerside	Landscaping Business
Summerside	Marine Commercial/Rec. Sales

Community	Opportunity
EVANGELINE	
Wellington	Marine Electronics
Wellington	Windsport Rentals*
Abram's Village	Game Bird Sanctuary*
Wellington	Cape Egmont Weaving Enterprises
Wellington	Schooner Sailing Excursions*
Wellington Centre	Commercial Printing*
SOUTHERN KINGS	
Primrose	Childrens Clothing Store
Montague	Machine Shop
Brudenell	Tourist Attractions
Brudenell	Soy Bean Processing Plant
Culloden	Expand Home Bakery
Valleyfield	Onion Cure Process
Roseneath	Maple Syrup Farm
Montague	Gravel Washing/Screening
Montague	Plumbing Business
Murray River	Home Preserves/Pickling Business
Murray Harbour	Abattoir/Meat Shop
Georgetown	Machine Shop
Brooklyn	Cottage Bakery
Murray River	Boat Hauling*
Belfast	Craft Business
Dover	Prefab Building
St. Peters	Wreath Making Enterprise
Georgetown	Welding Prefab Shop
Montague	Handcraft Production
Belle River	Sawmill
Iris	Woodworking Business
Georgetown	Trout Farming
Bridgetown	Machine Shop
Grandview	Manufacturing Cole Crops
Vernon	War Surplus
EASTERN KINGS	
North Lake	Machine Shop
Souris	Site Services for Film Industry
Souris	Fish Export Service
Souris	Gas Station
Souris	Blueberry Juice Products
Souris	Restoration of Tourism Site
Souris	Souris Historian
Souris	Fresh Fish Market
Little Pond	Fish Brake
Mt. Stewart	Video Shop

Community	Opportunity
Naufrage	Grocery Store
Souris	Boutique
St. Peters	Sawmill
Souris	Repair Depot
Mt. Stewart	Carpentry
Morell	Take Out Restaurant
Mt. Stewart	Commercial Processing of Maple Syrup
Souris	Dress Shop
Fortune	Cottage Development
Souris	Fisherman
Souris	Renovate House for Inn
Mt. Stewart	Wood Clearing Service
Souris	Supply Sewing Machine to Unit 4
Souris	Market Study & Construct Hotel
Souris	Potato Storage Facility
Souris	Specialty Clothing Outlet
Fortune	Machine Shop*
Morell	Fur Kennel Feed Production

* These clients also received a financial contribution for professional assistance planning their venture.

COMMUNITY DEVELOPMENT ACTIVITIES

In 1985, local community leaders were active in promoting development for their regions. This Division recognizes the Island's municipal communities and their economic committees as the most appropriate local authority to plan for development. Area Industrial Commissions (7) often look after the community's interests for Regional Economic Development. Along with these main organizations, many other groups have taken on the projects such as Tourism Associations and Chambers of Commerce. In 1985, Economic Development staff were requested to assist approximately 100 projects which required attendence at over 700 community initiated meetings. The following listing of Community Groups and Project Titles indicates the actual efforts being assisted.

WEST PRINCE

Sponsoring Organization	Project Title
Community Advisory Board	- Outlook Conference - Seniors Home Repair Project - Youth Employment Job Entry - Challenge '85 "Market Booklet"
Potato Shippers Group	- Rail Abandonment Brief
Tourism Association	- Hospitality Training Project - Travel Counsellors Awareness - Events Brochure Project

Sponsoring Organization	Project Title
Industrial Commission	- Aerial Strain Research Project - West Prince Craft Fair - Tourism Theme Park - By-laws Updating Project
Island Fox Feed Kitchen Group	- Fox Feed Co-op Start-up Project
Tignish Community Council	- Rural Business Center Program
Ellerslie Craft Group	- Co-op Production Project
West Prince Ventures	- Trade Fair
West Prince Development Corp.	- Business Start-up Project
Rosebank Co-op	- Community Cannery Project
Conception Parish, Derby	- Forestry Employment Project
EASTERN KINGS	
Tourism Association	- Midnight Boat Excursion - Business Semninar - Community Profiles - Reservation System Project - Area Promotion Project
Souris Merchants	- Farm Chamber of Commerce - Trade Show
Area Industrial Commission	- Expansion of Boundaries - Area Tourism Study "Green Report" - Ice House Review - Job Development Proposal - Ice House Project
Community Advisory Board	- Seniors Home Repair - CEIC Job Entry - UPEI Community Integration Program - Santa Claus Parade
Souris Council	- Governor General's Visit Organization
Souris Merchants	- Chamber of Commerce Formation
Mt. Stewart	- Craft Group Start-up - Rural Business Center - Fire Hall Replacement Project
Basin Head Museum	- Salty Box Plant Viability

Sponsoring Organization	Project Title
Morell	- Rural Business Center Project - Area Consumer Survey - Health Center Planning
St. Peters	- Development Committee Area Planning
St. Margarets Parish	- Section 38, Make Work Project
EAST PRINCE	
Kinkora	- Rural Business Centre Project - Job Development Program CEIC
Borden Council	- Gateway Project - Rural Business Centre Project - Bar Harbour Prospecting Visit
Summerside Area Industrial Commission	- Industrial Park Management Project
SWDC	- Greenshore Land Assembly - Golf Course Enhancement - Events Center Planning Project - Major Attraction Tourism Project - Downtown Development
Agricultural Entrepreneurs	- Atlantic Institute of Biotechnology Research Project
Chamber of Commerce	- Trade Show - Junior Achievement Project
Summerside Merchants Association and Summerside Area Regional Planning Board	- Retail Study
SOUTHERN KINGS & QUEENS	
Area Economic Development Committee	- De Roma Point Historical Park Study
Georgetown Council	- Formal Development Plan
Advisory Board	- Music '85 - Home Repair Project - Development Co-ordination Conference
Three Rivers Industrial Commission	- Rural Business Center Study
Northumberland Historic Society	- Site Attractions Planning

Sponsoring Organization	Project Title
Belfast Community	- Tourism Opportunity Study
Southern Kings & Queens Tourism Association	- Historic Train Establishment Project
EVANGELINE	
Area Industrial Commission	- Sound Recording Studio - Wellington Mini Mall
Mt. Carmel	- Craft Design Project - Community Care Facility Study
Advisory Board	- Home Repair Project - Farmland Drainage Project - Bird Sanctuary Project

Area Industrial Commissions

During this reporting year, the Department of Regional Industrial Expansion and Department of Industry entered into a five year Industrial Commission Sub-Agreement under the Economic Regional Development Agreement to provide administrative support to the Island's seven Area Industrial Commissions. Commissions each proposed five year development plans for their area and were awarded operational contributions.

Active Commissions include:

- West Prince Industrial Commission
- Greater Summerside Area Industrial Commission
- Baie Acadienne Industrial Commission
- Charlottetown Area Industrial Commission
- Three Rivers Industrial Commission
- Souris Area Industrial Commission
- Kensington Area Industrial Commission

Each Commission works with it's member communities to spearhead local Economic Development.

Rural Business Center Program

In 1985, the Rural Business Center Program was introduced. It offered a $15,000 capital grant and up to $10,000 to stimulate entrepreneur

start-ups in order to increase the commercial services base. Twenty-two eligible communities were contacted and invited to participate. Of these, Tignish, Kinkora, Borden, Wellington, Murray River, Mt. Stewart, and Morell expressed interest. During the year these communities studied methods to renovate space and to determine if new services would set up business.

Borden, Tignish and Kinkora were offered the program grant while Wellington, Mt. Stewart and Morell are still planning towards a Rural Business Center. This Program has been a catalyst to encourage local leaders to consider the level of commercial services available from their community and to determine if new services were feasible.

Economic Development staff from the Regional Centres assisted these communities in planning their improvement.

Community Advisory Boards

Four Community Advisory Boards met during 1985. They were organizationally assisted by the Admnistrators of the Regional Centres. Some of the Board's highlights include:

Eastern Kings Community Advisory Board:

- Worked with government to set up an improved dump site at Dingwell's Mills.
- Investigated with Island Telephone the feasibility of Souris, South Lake exchanges coming within the Charlottetown exchanges for toll free dialing. The cost per household was viewed too high for the change.
- Assisted UPEI on a pilot program to integrate the University into rural communities.
- Sponsored a Home Repair Program for Seniors which carried out 54 home repairs and employed eight workers. (This was funded by CEIC and PEI Housing Corporation).
- Hosted many special guests from the community and government.

West Prince Community Advisory Board:

The West Prince Board continues to provide constructive liaison between government and the West Prince community as well as promoting economic development in the region.

The highlight of 1985 was the outlook '85 Conference with Hon. Tom MacMillan and Hon. Wilbur MacDonald as guest speakers.

The Board hosted the Liberal Cabinet Committee during their tour of the Island and met with the Assessment Committee on Regional Services Centres.

They also toured various firms at the Charlottetown Industrial Park. The board sponsored a Seniors Home Repair Program which did 36 home repairs and employed six workers.

They also sponsored a Challenge '85 CEIC Project which prepared a Marketing Booklet and employed one worker.

During the year, eight special guest speakers participated in meetings.

R. H. Kendall & Mary Gillis	- Parks Canada
Barbara Gallant	- Co-operative Movement Presentation in India
Bill Buell	- Department of Industry
William Warren	- Shellfish Association
Dave Mills	- P.E.I. Tourism
John Buchanan	- Department of Social Services
Rick Ozon	- West Prince Industrial Commission
Ron Gray	- Fisheries & Oceans

Evangeline Advisory Board:

This year, Hon. Wilbur MacDonald as Minister of Industry, appointed a new seven member Community Advisory Board. The new Directors were chosen from among the many community groups in the area and some of their highlights include:

- The Board is investigating a Community Farm Drainage system to enhance the agricultural potential.
- A Community Care facility is being promoted for the area.
- Sponsorship of a Seniors Home Repair Program was carried out, 26 homes were improved while four workers were employed.
- A brief on area concerns was presented to Provincial Cabinet.

Southern Kings & Queens Advisory Board:

An active Board meet regularly and addressed many far ranging local issues from extending the Ferry operational season at Wood Islands to forming an Area Economic Committee.

Projects included:

- Sponsorship of Music '85 where students performed at many community functions.

- Sponsorship of a Home Repair Program which improved 53 homes and provided 275 work weeks of employment.

- A development seminar for all the Regional groups was hosted which helped co-ordinate the various roles volunteers play in the area.

- An investigation in Georgetown becoming a Trade Free zone and benefits are being undertaken.

- Review is being made of the Canadian Jobs Strategy and its useage in the Region. Also, a brief was submitted to the Forget Commission Hearings on Unemployment Insurance.

Native People "Community Economic Development"

In 1985 Community Economic Development Division assisted Native People work toward greater economic self sufficiency. A Division Economic Officer provided staff assistance and project leadership in developing and co-ordinating projects for increasing the jobs available to Native people. This Division's main assistance was the provision of staff time to assist in accessing funding through specific programs offered by Canada Employment & Immigration Commission, Native Economic Development Fund, Indian Affairs and the National Indian Arts & Crafts Association. The Division was pleased to be able to co-operate with these Agencies in the common interest of improving Native economic well-being.

Listed below are some of the 1985 activities:

- The Basket Production Centre was established in East Royalty with a three year plan to reach financially viable operation goals. This Centre employs nine staff (native people) and on a part-time basis, employs four additional weavers. Basket sales reached $53,000 in 1985 and in 1986, $80-$100,000 is projected.

- A Prince Edward Island District Office of National Indian Arts & Crafts operated this year and now a staffed office is able to represent local interest from the Island rather than on an Atlantic basis.

- During the summer a retail outlet for Indian Arts & Crafts was operated in the Island Market.

- A marketing brochure was prepared to promote Island Native Craft products.

- A Toronto trade show was attended and Island native products

- were introduced. In 1985 a great number of marketing improvements were made that presently have improved value to the producers and created a demand for goods beyond available product.

- A number of training projects were put on involving each Indian community including Lennox Island. Quality production and new designs were the focus as well as increasing increasing finished product supply of craft products.

Craft and Cultural Industries Section

In 1985 this section introduced new programs to assist the positive development occurring in Crafts and to support the Cultural Industries.

Crafts: Island Craftspeople participated in provincial, national and international trade fairs. In 1985, it is estimated that $3,500,000 in sales were made through trade shows, fairs and craft outlets, compared to $3,084,000 in 1984.

This section is very much involved with the PEI Crafts Council with projects and a $25,000 operational grant. Encouragement is also directed to the fourteen craft groups with a membership in excess of 800 participants. The following identifies some highlights for 1985.

Atlantic Visions de l'Atlantique

Atlantic Visions Exhibition, which was created by the Atlantic Provincial Governments, the Council of Maritime Premiers and the Atlantic Crafts Council, provincially co-ordinated through this section, has been on tour since 1982. In 1985, a tremendous response was received in Canada promoting Atlantic crafts. This exhibit has visited various galleries across the country.

Atlantic Craft Trade Show

The eighth Atlantic Craft Trade Show was held in Halifax on February 3, 4 and 5. Ninety-eight booths sold Atlantic crafts to the value of $528,086, of which eight Island booths sold in excess of $48,717.

P.E.I. Craft Commercials

During the months of February and March, the Island Craft Shop featured six different craftspeople through T.V. ads, newspaper and demonstrations to promote craft sales in the Province. This promotion proved very successful during the winter months.

P.E.I. Business and Industry Show

This trade show was held at the Confederation Centre from March 27-30. A booth with samples of Island-made crafts was quite successful.

Craft promotional material was distributed during the show.

Seminars/Workshops

In response to craftspeoples' requests for workshops, the Handcraft Section assisted in woodworking, stitchery, design for knitting and slide presentation workshops.

A new exhibitors wholesale seminar was assisted in Amherst, Nova Scotia, for potential participants in the 1985 Atlantic Craft Trade Show.

Craft Tours

In April, the Department took 23 quilters in two vans to the quilt show in Moncton, New Brunswick.

In May, nine woodworkers were taken on a tour of woodworkers' studios in Queens County, Summerside and Alberton.

In July, the Governor General Madame Sauve visited a number of craft shops.

Handcraft Exhibition and Awards

This exhibition was held at Holland College, School of Visual Arts, from July 3 to July 31. Premier James Lee presented the following awards:

Peter Jansons received the Premier's prize;
Joanne Scantlebury for the Weaving Award;
Helen Gallant for the Fibre Arts Award;
Pat Stanley for the Pottery/Glass Award;
Andrew MacDonald for the Wood Award;
Doreen Smith for the Wearable Art Award;
Peter Jansons for Humour Award;
Tina Davis for the Student Award;
Helen Gallant, an Award of Merit;
Little Orchard Studios, an Award of Merit;
Joel Mills, an Award of Merit and
Matilda Lewis, an Award of Merit.

Craft Displays

Craft displays were put in the Shaw Building, Royalty Mall Visitors' Centre, Aulac, Brackley, Cavendish, Poole's Corner, Wood Islands and the Lady Slipper and Souris Visitors' Centres.

Craft Shop Visitations

During the months of July and August, all the 83 crafts shops were visited and advised on advertisement, quality and signage.

Promotion

A professional photographer was hired to take pictures of exhibitions, craft shops and craftpeople through the year.

Forty thousand plastic bags were made available this year for a small fee to all craft shops, with "Handcrafted on Prince Edward Island" on one side and "Fair a la main a L'Ils du Prince Edouard" on the other.

The 1986 Visitors' Guide was compiled in September and listed 83 craft shops for the 1986 season.

Craft Fairs

A number of small craft fairs took place during the summer months, and about ten craftspeople participated at the Island Market.

During the months of November and December, most of the 14 craft guilds around the province held Christmas Craft Fairs. Montague, Summerside, Georgetown, Mt. Stewart and Bloomfield had fairs and proved to be very successful.

In 1985, the annual PEI Crafts Council Christmas Craft Fair was held on November 21, 22 and 23 at the Confederation Centre with over 11,000 people attending. Sales were in excess of $206,000.

Cultural Industries

Cultural Industries assistance was provided through the new Cultural Product Development Fund which awarded 10 products assistance for a total grant value of $40,000. This fund was jointly delivered by this Division and the Cultural Division of Community & Cultural Affairs. Products were awarded based upon being an Island cultural product and also upon the products proposed positive financial effect for the producing operator.

A grant of $10,000 was provided to Holland College School of Visual Arts and was used as a contribution towards Cultural Industries including support to the craft supply store and gallery.

A Cottage Industry Program was introduced which offered a capital grant up to 75% of production related expenses. Eight projects under the Home Cottage Industries category were assisted.

Craft & Cultural Grants Summary

Following is a list of the grants awarded:

Craft & Cultural Industry's Grant Program. 23 grants awarded, averaging $1,750.	40,000
PEI Craft Council $25,000 operational grant provided.	25,000
School of Visual Arts $10,000 Craft & Cultural Industry Grant provided.	10,000
P.E.I. Women's Institute Prize $400 grant for Old Home Week	400
Craft & Cultural Industries Support Services 14 grants averaging $460	6,440
Craft Production Co-op Program 4 grants averaging $800 each were awarded.	3,200
Cultural Product Fund 10 products awarded	40,000
Cottage Industry Support Program 8 grants awarded	20,000
TOTAL	$145,040

HUMAN RESOURCE DEVELOPMENT DIVISION

The Human Resource Development Division provides training and employment development programs designed to meet the needs of Prince Edward Island employers and employees. In this respect, the Division works closely within the Canada Employment and Immigration Commission (CEIC) to determine the training needs. The co-operation of CEIC is greatly appreciated. The addition of the Apprenticeship and Industrial Training Section further expands the program and services available through the Division.

This year, the Employment Development Section provided part-year jobs for over 200 Islanders while approximately 1,300 people were trained through the National Training Agreement which is co-managed by the Division. Labour market research and analysis have provided information of assistance in designing programs and meeting the need for labour market information.

In addition, the Division is available to provide assistance to firms in their human resource planning efforts.

ADULT AND CONTINUING EDUCATION

NATIONAL INSTITUTIONAL TRAINING PROGRAM

Under the terms of the Federal/Provincial Training Agreement Prince Edward Island received $4,630,000 in 1985/86 for the purpose of conducting training programs for labour market entrants and participants. The three year training agreement, due to expire in 1985, was extended until March 31, 1986. During 1985 Canada Employment and Immigration Commission (CEIC) introduced a "Canadian Jobs Strategy" which will substantially affect the method of purchasing training in the future. It is expected that a new agreement between CEIC and the province which will outline the commitments of both parties under the Canadian Jobs Strategy will be signed early in 1986.

Significant training program changes include the following courses which were either introduced or reinstated:

Stenographer upgrading	10 places
Host/Hostess	6 places
Tile Setting	10 places
Day Care Worker Attendant Upgrading	10 places
Day Care Worker Satellite Upgrading	20 places
Resident Care Worker (Part-time)	5 places

Courses offered in the past were also modified to better address the needs of the labour market and the trainees. In addition to a variety of curriculum changes, entrance requirements were also altered.

Part-time training opportunities for employed workers have increased to allow workers to keep abreast of recent technological advances.

Statistical Summary

	1981	1982	1983	1984	1985
Student days	133,235	119,037	118,465	113,932	97,794
# of courses	197	166	102	145	135
Courses Canc.	11	4	4	5	4
Training Dollars	$3,795,000	$4,229,000	$4,025,975	$4,174,006	$4,077,318

ADULT NIGHT CLASS PROGRAM

The Adult Night Class Program, funded by the Province and conducted by Holland College, provides adults with an opportunity to upgrade their academic proficiency through part-time study. The following table shows the number of classes, ennrollment and number of teachers by location.

Statistical Summary

LOCATION	NO. OF CLASSES	TOTAL ENROLLMENT	NO. OF TEACHERS
EXTENSION WEST			
Elmsdale	1	12	2
Summerside	4	62	7
O'Leary	1	11	1
Ellerslie	1	9	1
Abram's Village	2	14	2
Kensington	2	24	4
Tignish	1	10	1
Sub-total	12	142	18

LOCATION	NO. OF CLASSES	TOTAL ENROLLMENT	NO. OF TEACHERS
EXTENSION EAST			
Tracadie	1	30	1
Souris	1	11	1
Vernon River	1	8	1
Montague	3	41	2
Murray River	1	8	1
Morell	3	25	3
Charlottetown	13	221	15
Sub Total	23	344	24
TOTAL	35	486	42

MANAGEMENT TRAINING

A limited number of management training courses have been conducted this year under the auspices of the National Institutional Training Program.

The management development courses conducted during 1985 include.

TITLE	LOCATION	CAPACITY
Financial Management for Farmers	Summerside	24
	Montague	18
	O'Leary	19
	Charlottetown	48
Introduction to Accounting and Micro computers	Charlottetown	17
Hospitality Supervisory	Summerside	26

LITERACY COUNCILS

The Province continues to provide a limited amount of funding to the four voluntary Literacy Councils of Prince Edward Island in their work of teaching people to read and write on a one-on-one basis. These volunteers give generously of their time and talents which is greatly appreciated.

APPRENTICESHIP & INDUSTRIAL TRAINING SECTION

OBJECTIVES

The Apprenticeship and Industrial Training Section joined the Department in July, 1985, having been transferred from the Department of Fisheries and Labour. This Section provides programs and services that address the training needs of adults. The major objectives are a) to provide industry with a continuing supply of properly trained and certified tradespersons b) to provide adults with the opportunity to develop skills that will increase their ability to secure and maintain employment, and c) to ensure, through participation in National Certification Programs, that Island tradespersons have skills that permit their mobility to other provinces.

TRAINING PLANS

The Section provided assistance to employers in the development of appropriate training plans for the training of new workers or the re-training of existing staff. This training was carried out under the Department's Career Internship Program and the Federal Government's Industrial Training or Job Development Programs. Training plans were developed for 62 proposals and 100 visits were made to the sites to monitor the progress of training.

Under the Canadian Jobs Strategy, 51 applications were received for Job Development funding, 28 were approved at the local level, 18 received final approval by Ottawa, 12 were rejected and 12 are under consideration. Nine (9) proposals for Job Entry/Re-entry funding, were reviewed and comments forwarded to CEIC.

TRADE SCHOOLS ACT

Under the Private Trade Schools Act, 10 schools were registered, 5 were granted an exemption under the Act and 28 requests for information were processed.

The following examinations were administered during the year:

TYPE	NUMBER
Pre-apprentice	85
Block Release for Apprentices	22
Inter-provincials for Apprentices	70
Inter-provincials for Journeymen	14
For Certificate of Qualification	166
For Certificate of Proficiency	6
For Certificate of Achievement	29
TOTAL	392

PROVINCIAL APPRENTICESHIP ADVISORY BOARD

The Provincial Apprenticeship Advisory Board completed a major review of the requirement for a ratio of apprentices to journeymen for training purposes. The Board also established a Committee to study advancing technology in the automobile industry and the impact on apprenticeship and certification programs for Motor Vehicle Mechanics. Work commenced in late 1985 and should be completed by mid 1986.

The final revision to the Interprovincial examination for the Construction Electrician was completed. The responsibility for future revisions to this examination has been turned over to another province. As this trade is being used in the computerization of Interprovincial Examinations Pilot Project, the next examination will likely come from the computer bank.

The Province of Prince Edward Island was given the responsibility for developing the Interprovincial examination for the newly designated Red Seal trade of Motor Vehicle Mechanic (Truck and Transport). Preliminary work has been completed on this examination and it should be ready for use by mid 1986.

The Section completed the updating of three (3) examinations for provincial certification, the validation of eight (8) Interprovincial exams, seven (7) occupational analysis of apprenticeable trades and three (3) Canadian Occupational brochures and participated in the computerization of the Interprovincial Examinations Pilot Project that is being carried out in New Brunswick.

The following table provides a statistical picture of Apprenticeship Training and Certification for the 1985 year.

In addition, Apprenticeship Training Officers made 4,704 visits to apprentices and their supervisors on job sites and classroom settings. They also arranged for the transfer of 21 apprenticeship contracts from one employer to another.

TRADE	Apprentices January 1, 1985	Apprentices December 31, 1985	New Apprentices	Drop-outs	In-School Training	Apprentices Qualified	Others Qualified	Total Certificate Issued to Date	Total Red Seals Issued to Date	Work Permits
Bricklayer	12	12	2	0	3	2	0	46	37	
Cabinet Maker	12	12	2	1	6	1	0	7	X	
Carpenter	97	101	15	1	51	10	1	513	228	
Cook	31	37	12	5	13	1	5	64	34	
Drafting	0	0	0	0	0	0	0	0	X	
Electrician (Construction)	53	54	12	7	20	4	1	286	195	
Electrician (Industrial)	0	0	0	0	0	0	1	5	0	
Farm Equipment Mechanic	8	11	3	0	0	0	1	32	X	
Heavy Duty Equipment Mechanic	3	5	2	0	2	0	2	85	17	
Industrial Instrument Mechanic	0	0	0	0	0	0	0	1	1	
Industrial Mechanic (Millwright)	0	0	0	0	0	0	2	10	2	
Lineman	4	5	1	0	0	0	6	66	11	
Machinist	4	6	2	0	1	0	5	16	5	
Motor Cycle Mechanic	0	0	0	0	0	0	1	16	X	
Motor Vehicle Mechanic	71	69	22	9	56	15	7	649	210	96
Motor Vehicle Body Repairer	44	38	4	5	37	5	10	120	32	
M.V.M. (Electrical & Fuel)	1	0	0	1	0	0	0	12	X	
M.V.M. (Transmission)	0	0	0	0	0	0	0	0	X	
M.V.M. (Truck & Transport)	8	11	4	0	6	1	4	32	X	
Oil Burner	6	5	1	0	3	2	1	90	19	
Painter & Decorator	0	0	0	0	0	0	0	3	1	
Plumber	42	42	6	2	12	4	0	252	117	55
Radio & T.V. Repairer	0	0	0	0	0	0	0	2	0	
Refrigeration & Air Conditioning	4	4	1	1	0	0	1	25	2	
Secretary	0	0	0	0	0	0	20	27	X	
Service Station Mechanic	8	7	1	2	2	0	29	425	X	
Small Equipment Mechanic	1	1	0	0	0	0	0	1	X	
Engine Fitter	1	0	0	1	0	0	0	1	X	
Sheet Metal Worker	15	14	1	1	6	1	0	34	17	
Steamfitter/Pipefitter	2	0	0	2	0	0	1	39	11	
Welder	48	52	10	1	23	5	4	52	24	
TOTALS	475	486	101	39	241	51	102	2917	963	151

EMPLOYMENT DEVELOPMENT SECTION

The Employment Development Section is responsible for the delivery of the Provincial Government's job creation programs.

During 1985, the Section administered four programs with summer students and recent graduates as the target groups. Three of the programs were designed to assist the private sector. In total, 218 part-year jobs were created by year end.

The following is a summary of program activities:

PROVINCIAL YOUTH DEVELOPMENT PROGRAM

The Provincial Youth Development Program provided additional employment opportunities for Island students and enabled Provincial Departments and agencies to carry out summer projects for which no other source of funds would be available. In 1985, 38 projects were approved employing 114 students for a duration of 8 - 12 weeks. Work activities were distributed across Prince Edward Island and involved students in research, services to youth and the elderly, public awareness programs, and primary resource development. The program provided many students with work experience relating to their career goals, as well as provided an income to support their continuing education. Departments and agencies who received funding were able to carry out additional activities which otherwise would not have been possible.

PROVINCIAL AGRI-CREWS

The Provincial Agri-crews Program was once again funded by the Department while being administered in conjunction with the Department of Agriculture.

Six crews of four students each were stationed within an agricultural district. Crews were made available to farms and farm organizations for up to five days to carry out farm activities. Participating farms cost-shared in the crews wages on a student day rate basis. The program remained popular with the Island farm community in the summer of 1985. Farms were able to carry out additional farm work while the students, particularly those pursuing an agriculture related career, gained valuable work experience.

STUDENT VENTURE CAPITAL PROGRAM

The Student Venture Capital program encourages students to obtain a summer income and gain entrepreneurial experience through the establishment of a small summer business. Students were invited to present their business ideas. Those approved were eligible for an interest reimbursed loan of up to $2,000. The number of applications approved increased to 31 from 12 the previous year. Loans amounting to $57,000 were guaranteed by the Provincial Government. In total 55 summer jobs were created through the program.

CAREER INTERNSHIP PROGRAM

The Career Internship Program was inaugerated in August of 1985. The Program assisted private sector businesses with the training of post-secondary graduates who graduated in 1983 or later. Employers who created new positions were reimbursed the trainees wages at a rate of 40% of the weekly wage to a maximum of $100.00 per week for up to 25 consecutive weeks. A training agreement was worked out with each participating employer. By year end, 25 training positions were approved.

The program helped employers to increase their technical and professional capabilities as well as enabling more recent graduates to obtain career related work experience.

SUMMARY

The Section provided information on federal and provincial programs of assistance to employers and the unemployed. In addition, the Section promoted available employment development programs at public information sessions, and on T.V. and radio. Student entrepreneurs were supported in establishing new ventures, along with assisting employers in obtaining appropriate personnel.

Existing programs were assessed and some revisions were made in order to enhance the program quality for 1986.

FEDERAL/PROVINCIAL RELATIONS SECTION

Joint Federal/Provincial Labour Market Needs Committee Structure

The Federal/Provincial Relations Section is responsible for the daily administration of the Joint Labour Market Needs Committee. The Joint Committee structure co-ordinates the federal and provincial involvement in labour market activities, including immigration. The Section provides Executive Secretary services and maintains a continual working relationship with Technical, Ad Hoc and other sub-committees. This involves attending meetings, preparation of agendas, minutes and obtaining support material for meetings, as well as follow-up action from the meetings.

Training Plan Preparation

The Section consults with employers, professional associations, unions and public agencies in order to obtain their occupational training requirements. In addition, the Section liaised with Federal and other Provincial Departments which have involvement in Canada Employment and Immigration Commission sponsored training programs and activities.

After the adult training requirements were obtained from the various representatives of government, labour, management and other sources, and a thorough review of labour market needs was completed, the Annual Training Plan was prepared for submission to the Joint Federal-Provincial Committee for review and ratification. The budget for the Training Plan in 1985/86 was $4,630,000.

Federal Direct Job Creation

The present Federal Direct Job Creation programs as we know them will be replaced by the new Federal Canadian Jobs Strategy. The Province signed an agreement with the Federal government to cost share the Job Development Program (one of the programs under the Canadian Jobs Strategy). A procedure was established to review, recommend and approve applications. During 1985, funds in the amount of $1,214,051 were approved, creating 140 jobs. During the latter part of 1985 this responsibility was assumed by Apprenticeship and the Industrial Training Section.

Human Resource Planning Agreement

Under the Memorandum of Understanding previously signed between the Provincial Department of Industry, the Canada Employment and Immigration Commission, and the University of Prince Edward Island, officials of the Province continued to assist the University in identifying their training needs for the Atlantic Veterinary College. The section is incorporating relevant training requirements into the new Training Plan.

RESEARCH AND ANALYTICAL SERVICES SECTION

The Section's responsibilities can be divided into seven major areas.

LABOUR MARKET ANALYSIS

The Section analyzes existing labour market data in the Quarterly Labour Market Bulletin which is distributed to various private and public sector representatives. In addition, the Section prepared three community profiles based on Census data. Each profile (North Central Kings Area, West Prince Area and Wellington) was prepared in response to a request from the local area. A paper outlining the labour market experiences of youth was prepared for public distribution.

LABOUR MARKET FORECASTING

Research and Analytical Services has responsibility for liaison with the Federal Canadian Occupational Projection System which estimates labour market supply and demand for the Province and the Country. The Province has computer access to the system which provides information, for example, on future employment levels by occupation and post-secondary enrolment levels.

LABOUR MARKET RESEARCH

During 1985, the Section conducted the Annual Student Follow-up of 1984 graduates from UPEI, Holland College Post-secondary, full-time vocational high school, and Canada Employment and Immigration sponsored courses. The results will be compiled in a Handbook of Labour Market Outcomes to be distributed to high school guidance counsellors throughout the province.

POLICY ANALYSIS AND DEVELOPMENT

During the course of the year, briefing notes and program proposals were prepared for the consideration of Departmental management. A paper outlining the structure of a management training program was developed,based on the results of a survey conducted the previous year.

PUBLIC REQUESTS FOR INFORMATION

During the year, the Section responded to approximately 200 public requests for information concerning a wide range of topics such as wage rates by occupation, employment levels and unemployment rates. The Section is pleased to respond to any public requests for information.

IMMIGRATION

The Section has provincial responsibility for immigration which involves liaison with the Federal Government on the level of immigration to the Province. As well, the Section is the Provincial liaison for the Federal Entrepreneurial Program. Proposals are referred to appropriate Provincial Departments to comment on the viability of the entrepreneur's business plan. During the year the Section made 7 referrals to other Departments. A kit containing information about Prince Edward Island was sent to visa offices abroad which could encourage entrepreneurs to come to the Province.

PUBLICATIONS RELEASED DURING THE YEAR

During the year, the Section produced the following reports for public distribution:

- An Analysis of Prince Edward Island's Management Training Needs - February, 1985
- Handbook of Labour Market Outcomes of the 1983 Graduates January, 1985
- North Central Kings Area Community Profile - February, 1985
- PEI Labour Market Bulletins - Quarterly
- Wellington Area Profile - November, 1985
- West Prince Area Community Profile - March, 1985
- Youth in the Prince Edward Island Labour Force - September, 1985

Copies of any of these publications can be obtained from the Research and Analytical Services Section, PEI Department of Industry, 1st Floor, Sullivan Building or Island Information Services, 11 Kent Street, Charlottetown, PEI

INDUSTRIAL DEVELOPMENT DIVISION

The Industrial Development Division of the Department of Industry has a Divisional Director and a staff of four Business Development Officers. In addition, the Division has a support staff of one full-time secretary and one part-time clerk-typist.

The responsibilities of the Division include:

- the promotion and encouragement of new investment in businesses appropriate to the Island environment.
- the provision of cousulting and advisory services to industry and small businesses.
- the provision of hand-holding or after care service to newly established industries.
- assistance to applicants in preparing required supporting documentation with respect to applications for industrial assistance under various Federal/Provincial assistance programs.
- liaison with the Island business community, Area Industrial Commissions, Chambers of Commerce, local industry groups, educational institutions and municipal governments.
- provision to the public of up-to-date information on all Federal and Provincial Industrial Programs.

The following programs and services are provided by the Industrial Development Division of the Department of Industry.

Business Development Program Support

The primary objective of this program is to provide financial, professional and technical support to Island businesses in identifying and pursuing business opportunities.

In addition to the service provided by staff of the Business Development Section, financial assistance ($8,819.87) was provided to 14 Island firms in the year in the contracting of services of professional accountants to prepare financial projections for inclusion in applications to access financial assistance available through various Federal and/or Provincial government programs.

Similarly, financial assistance ($2,265.34) was provided to five firms to engage lawyers to provide legal data required in support of grant applications.

Counselling Assistance

In the year, the Business Development Section provided counselling assistance to several Island businesses. This assistance related mainly to the preparation of applications to access government programs and/or to problems concerning financial, manufacturing, production and marketing and other problem areas. This type of assistance was/is made available to businesses directly by staff as well as through co-ordinating efforts with accounting firms, CASE counsellors and private consultants.

Tuition Assistance Program

The objective of this program is to upgrade the managerial skills of owners/operators and senior employees to improve technical skills, productivity and competitiveness. Businesses are eligible for a 50 per cent reimbursement of tuition costs, to a maximum of $500.00, upon satisfactory completion of approved courses or seminars.

In 1985, this program assisted a total of 20 managers and senior employees from 20 Island businesses to upgrade their management and organizational skills through formal training. Several participants attended management courses and out-of-province seminars, which can be funded provided that a similar course was/is not available locally.

Student Policy Projects

This program provides a reference library of potential business opportunities. In 1985, 22 new feasibility studies were prepared by fourth year/graduating students in Business Administration at the University of Prince Edward Island. These projects research and assess the financial feasibility of new business opportunities. These studies have proven to be avery valuable reference source of investment opportunities to the province in addition to providing a valuable work experience for the students.

Since the inception of this program in 1970, more than 260 policy projects have been researched and are on file in the Department of Industry. These studies are available for review by potential investors and anyone wishing to review these may do so.

It is estimated that approximately 35 new Island businesses have been created as a result of these studies and/or can be traced to these studies.

Student in Industry

In 1985, the Department of Industry in co-ordination with the University of PEI School of Business Administration, assisted 21 Island firms under the Student-in-Industry Program. These 21 firms were assisted to a maximum of $1,400 each to hire university students during the summer months. The firms involved in this program are encouraged/required to undertake development/business projects which they would normally not likely carry out without some financial assistance.

Students involved in this Program gain a valuable work experience while applying skills attained during the previous 2-3 years of university studies. Students involved in this Program were able to earn up to $4,000 during the summer months thus assisting in the expense of attending university during 1985/86.

Industrial Research

The primary objective of this program is to financially assist potential investors to research specific investment opportunities in the manufacturing and processing sectors thereby creating additional employment opportunities for Prince Edward Island residents.

By the terms of this Program, applicants are required to submit a general outline of the 'opportunity' which they would like to have researched. The Department of Industry, with the approval of treasury Board, may then cost-share with the applicant the cost to engage a consultant(s) to undertake a detailed feasibility study. The Department of Industry finances 75 percent of the cost of the study with the applicant financing the balance.

In the year 1985 several studies which were initiated in 1984 were concluded; several new studies were contracted out in the year and were completed; while several are still on-going. In addition, a number of proposed studies were under active consideration at year end.

In 1985, the study jointly initiated in 1984 by the Department and the P.E.I. Milk Marketing Board to identify 'other' manufacturing and processing opportunities from Island dairy production was completed.

As well, a draft of Phase II of the study to identify business opportunities resulting from the establishment of the Atlantic Veterinary College on Prince Edward Island was received and is currently being reviewed.

In the period, financial assistance was extended to Sound Ventures Inc. of Charlottetown to engage a consultant firm to carry out a detailed marketing and viability study regarding the potential of a 16 track sound recording studio. The study was completed and the business is now in operation.

Mr. Clarence Roach of Iona received assistance to engage a consultant to study the viability of establishing an abattoir in the Cherry Valley area.

Funds were also provided in the year to encourage and assist Canada Packers Inc., Shur-Gain Division, Summerside, to develop a plan to further investigate fermentation technology. Subsequent to the development of that plan, the Department, in response to a further request from Canada Packers, agreed to financially assist in engaging Freetown Manchester Bi Processing Ltd. to undertake Phase I of a two-phased project respecting the

development of a continuous fermentor for alcohol production from waste.

In the year, assistance was also provided to Mr. George Gaudet of P.E.I. Recycling to engage consultants to identify opportunities to strengthen the viability of this firm.

In the fall of 1985, in response to a request from L. W. MacMillan, President of Fire-Matics Canada, financial assistance was approved to cost-share with Mr. MacMillan (a former Islander now living in Toronto) the cost to undertake a viability study to determine the potential of manufacturing high-risk fire detection and fire suppression equipment on Prince Edward Island. This study has been completed and the results are most encouraging. It is expected that Mr. MacMillan will set up operations early in the new year.

Industrial Services

The objective of the program is to improve the profitability of existing industries through the upgrading of technical capabilities.

The costs associated with engaging consultants and industry specialists normally are cost-shared with the applicant on a negotiated basis.

All manufacturers and processors operating in P.E.I. are eligible to apply for assistance under this Program except those studies that are eligible under the Industrial Development Programs of the Department of Regional Industrial Expansion (D.R.I.E.)

Under the terms of the Program applicants must submit a written request for assistance. Requests are assessed on an individual basis and costs paid on a cost-shared basis.

During 1985, four firms were assisted with actual committed dollars amounting to $5,786.50.

Assistance was provided to Fresh Pak Inc., Progressive Wood Products Inc., North Shore Fishermen's Co-op, and Polar Seafoods Ltd., to assist those firms in conducting detailed operational reviews.

Power Conversion

The objective of this program is to extend three phase power to those manufacturing and/or processing operations who are restrained in their activities as a direct result of insufficient power being available. Assistance is also available to assist in establishing new manufacturing or processing operations in locations where three phase power is required but not now available. Assistance is provided in the form of either:

(a) installation of three-phase power lines; or

(b) acquisition of generating equipment whichever is the most cost effective.

In 1985, the following firms were provided with the full cost to extend three-phase power.

- Acadian Machine Works, Tignish

- Abegweit Seafoods Inc., Naufrage

- St. Peters Bay Mussel Farms

In addition, approval was extended in 1985 to the following plants although actual expenditures will not be made until early in 1986:

- Atlantic Mussel Growers Co-op, Point Pleasant

Small Business Incentives Program

The Small Business Incentives Program, now in its second year of existance, continues to encourage and accelerate desirable development within the manufacturing, processing and service industry sectors of the provincial economy. Assistance is in the form of interest free Forgivable Performance Loans which are forgiven over a two year period provided the applicant undertakes and substantially carries out what is proposed in the application.

Forgivable Performance Loans of up to $15,000 are available for the creation of a new operation or for the expansion of an existing operation. Assistance to a maximum of $5,000 is available for the modernization of an existing operation provided it will substantially improve working conditions and/or productivity.

During the period January 1, 1985 to December 31, 1985, a total of 60 applications were approved resulting in a projected capital expansion of $1,619,983 in the provincial economy.

The Program has been successful in assisting 45 firms to expand and one firm to modernize. In the year, the Program also financially assisted in the creation of 14 new small businesses.

In the calendar year 1985, the Small Business Incentives Program assisted in the creation of 120 new jobs. Total assistance by the Program was $610,761 or $5,102 for each new additional job created.

Some of the new products and services created include: bean sprout production; solar panel manufacturing; auto gas tank manufacturing; custom fox pelting services and tree stump removal services.

TABLE 1

COUNTY	No. of Loans Approved	Manufacturing & Processing New	Modernization	Exp.	Service Sector New	Exp.	Projects New Jobs	Amount	Average Cost/Job	Average Loan
Kings	10	1	-	6	0	3	22.3	$109,457	$4,908	$10,946
Queens	31	7	1	15	1	7	56.3	$302,108	$5,366	$ 9,745
Prince	19	3	-	10	2	4	41.1	$199,196	$4,847	$10,484
	60	11	1	31	3	14	119.7	$610,761	$5,102	$10,179

TABLE 2

COUNTY	No. of Loans Approved	Manufacturing & Processing New	Modernization	Exp.	Service Sector New	Exp.	Projects New Jobs	Amount	Average Cost/Job	Average Loan
Kings	24	5	0	12	3	4	71.3	$282,722	$3,965	$11,780
Queens	47	13	1	22	4	7	96.0	$468,198	$4,877	$ 9,962
Prince	35	7	0	17	4	7	62.1	$358,676	$5,776	$10,248
	106	25	1	51	11	18	229.4	$1,109,596	$4,837	$10,468

During 1985 three of the previous years approved cases were reviewed for first forgiveness. It is expected that 1986 will see much greater activity in this area with many firms approaching their first anniversary date.

Table 1 Illustrates the results of activity from January 1, 1985 to December 31, 1985. Table II illustrates the results of the Small Business Incentives Program since May 25, 1984.

Industrial Prospecting

The objective of this program is to create additional manufacturing and processing employment opportunities for residents of Prince Edward Island. Financial assistance is provided to Island entrepreneurs to aid them in their search for new product lines and/or newinvestment opportunities. In addition, funds are provided to finance prospecting initiatives by elected and/or appointed government officials and senior staff persons to encourage and promote investment in Prince Edward Island small businesses.

Assistance is in the form of reimbursement for travel expenses incurred by the potential entrepreneur in his/her research efforts to identify approved investment opportunities. Applicants may also receive funds to contract the services of professionals, (i.e. accountants, engineers) to assist in determining the technical and financial viability of the project.

Projects to be investigated must represent new developmental opportunities and must be within the manufacturing and processing sectors.

The Department of Industry may provide up to 75 percent of the total costs involved in travel or in contracting the services of professional advice. The maximum level of assistance for any single proposal is $15,000.

The single major prospecting activity in the calendar year 1985 was the time and effort directed to providing Litton Systems Canada Limited the social and economic data required by their evaluation team to assist them in determining the best Maritime site/location for their proposed X-band radar manufacturing facility.

The time and effort devoted to this task was rewarded by the announcement in December, 1985 by Mr. Ron Keating, President, Litton Systems Canada Limited of Litton's decision to locate the proposed Radar Manufacturing Facility in the West Royalty Industrial Park provided the consortium of Litton-Oerlikon is successful in their bid to the Federal government to construct the Low Level Air Defence System (LLADS) to protect Canadian Air Bases and Brigades in Europe.

While the Litton project occupied the majority of staff time considerable time and effort was also directed to prospecting off-shore gas and oil and other potential investors. In this regard, a number of ads were placed in a number of key business magazines and letters drafted and

submitted directly to a number of off-Island firms.

A review of copies of correspondence on file to foreign business firms show that 142 letters were mailed to 10 different countries in an effort to attract investment to Prince Edward Island: 54 to Japan; 61 to Asia/Europe; 20 to the United States and 7 to Other Countries. Information kits including copies of **The Best of Both Worlds**; the 1984 PEI Statistical Review as well as Immigration procedures were provided with each letter.

All letters/contacts will be followed-up and every effort made to encourage appropriate new industry and/or investment to locate on Prince Edward Island.

In the year, a Business Development Officer of the Department accompanied Mr. Leonce Bernard, Alcide Bernard and Edgar Arsenault, all of Wellington, PEI to Philadelphia on an expedition to visit potato chip plants in Lancaster County, Pennsylvania. As well, consultations were held with a potato chip consultant who sells services and installs chip processing lines. Following the visit to the U.S. marketing opportunities in the Maritimes were explored and a proposal to establish a plant has been drafted.

Another highlight of the Department's prospecting activity was the business opportunity conference **"BEST OF BOTH WORLDS"** co-sponsored by the Financial Post, held in Charlottetown on June 5th and 6th, 1985. An international panel of speakers provided the over 200 participants with a range of insights into business development opportunities in Prince Edward Island. The conference was the first international forum of its kind ever held in this province.

Graduates-in-Business

In the period four applications for assistance were approved. At year end eight additional applications were received and were being evaluated. This heightened response combined with a growing number of letters of inquiry, phone calls suggests, indeed confirms, the promise of this innovative Program to assist in identifying and promoting entrepreneurial development among young Islanders.

DEPARTMENT OF INDUSTRY

DEPARTMENT MANAGEMENT

	EXPENDITURES $	$	ESTIMATES $	$
ADMINISTRATION				
Administration	32,513		32,700	
Equipment	16,467		1,000	
Materials & Supplies	7,671		8,000	
Salaries	223,232		235,800	
Travel	22,906		19,300	
Grants				
Loan Guarantee Writeoff	153,289			
	456,078		296,800	
POLICY AND PLANNING				
Administration	80		300	
Materials & Supplies	338		500	
Salaries	47,407		47,800	
Travel	3,711		6,100	
	51,536		54,700	
	507,614		351,500	

INDUSTRIAL DEVELOPMENT

ADMINISTRATION				
Administration	2,061		2,900	
Materials & Supplies	2,704		5,000	
Salaries	73,109		70,700	
Travel	2,650		3,000	
Grants				
Area Industrial Commissions	35,000		40,000	
	115,524		121,600	

INDUSTRIAL DEVELOPMENT

PROSPECTING				
Administration	4,380		5,000	
Professional Services	112,002		60,000	
Travel	8,474		30,000	

DEPARTMENT OF INDUSTRY

	EXPENDITURES $	$	ESTIMATES $	$
Grants				
Industrial Prospecting and Promotion Incentives	278,000		69,800	
		402,856		164,800
INDUSTRIAL DEVELOPMENT				
HANDCRAFT DEVELOPMENT				
Administration	1,897		6,200	
Materials & Supplies	34,130		29,800	
Professional Services	13,490		13,100	
Salaries	33,793		34,500	
Travel	4,117		5,400	
Grants				
Handcraft Grants & Special Projects	25,137		48,500	
		112,564		137,500
BUSINESS DEVELOPMENT				
ADMINISTRATION				
Administration	1,472		1,500	
Materials & Supplies	4,553		5,100	
Salaries	143,774		125,500	
Travel	9,317		7,500	
		159,116	139,600	
PROGRAM SUPPORT				
Materials & Supplies	51,583		30,000	
Professional Services	54,764		66,600	
		106,347	96,600	
INDUSTRIAL RESEARCH				
Professional Services		51,036	96,600	

DEPARTMENT OF INDUSTRY

	EXPENDITURES $	$	ESTIMATES $	$
INDUSTRIAL AWARENESS				
Materials & Supplies			6,700	
Professional Services			50,000	
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			56,700	
INDUSTRIAL SERVICES				
Professional Services	38,908		105,000	
POWER CONVERSION				
Grants				
Power Conversion	52,531		47,300	
		407,938		541,800
INDUSTRIAL DEVELOPMENT				
TECHNICAL SERVICES				
Administration			1,800	
Materials & Supplies			5,000	
Salaries	12,126		28,800	
Travel	115		5,000	
		12,241	-----	40,600
INDUSTRIAL DEVELOPMENT				
Grants				
Small Business Incentive Program		500,000		344,000
INDUSTRIAL DEVELOPMENT				
INDUSTRIAL EDITORIAL PROGRAM				
Materials & Supplies	431		8,000	
Professional Services	4,000		12,000	
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		4,431		20,000

DEPARTMENT OF INDUSTRY

	EXPENDITURES $	$	ESTIMATES $	$
COMMUNITY ECONOMIC DEVELOPMENT				
CENTRAL ADMINISTRATION				
Administration	502			
Professional Services	14,352		50,000	
Salaries	73,327		71,900	
Travel	5,026		6,000	
Grants				
C.A.D.C.	260,000		260,000	
Summerside Waterfront Development Corporation	105,000		60,000	
	458,207		447,900	
EAST PRINCE REGIONAL SERVICES CENTRE				
Administration	38,901		38,600	
Materials & Supplies	9,054		9,500	
Professional Services	7,255			
Salaries	144,138		142,900	
Travel	4,194		4,600	
	203,542		195,600	
EASTERN KINGS REGIONAL SERVICES CENTRE				
Administration	37,505		42,400	
Equipment	1,229			
Materials & Supplies	10,995		12,000	
Professional Services	4,333			
Salaries	119,206		133,000	
Travel	4,595		4,200	
	177,863		191,600	
WEST PRINCE REGIONAL SERVICES CENTRE				
Administration	66,852		60,000	
Materials & Supplies	15,218		17,900	
Professional Services	4,601			
Salaries	149,095		150,500	
Travel	8,887		9,100	
	244,653		237,500	

DEPARTMENT OF INDUSTRY

	EXPENDITURES $	$	ESTIMATES $	$
SOUTHERN KINGS/QUEENS REGIONAL SERVICES CENTRE				
Administration	44,051		36,500	
Materials & Supplies	9,949		11,500	
Professional Services	1,699			
Salaries	145,560		153,600	
Travel	5,833		7,000	
		207,092		208,600
EVANGELINE REGIONAL SERVICES CENTRE				
Administration	4,422		5,300	
Equipment	1,672			
Materials & Supplies	1,252		1,300	
Salaries	48,264		52,100	
Travel	1,262		1,400	
		56,872		60,100
		1,348,229		1,341,300
HUMAN RESOURCE DEVELOPMENT				
ADMINISTRATION				
Administration	888		1,300	
Materials & Supplies	216		700	
Salaries	69,609		69,500	
Travel	3,932		3,500	
		74,645		75,000
EMPLOYMENT DEVELOPMENT				
ADMINISTRATION				
Administration			500	
Materials & Supplies	797		1,000	
Salaries	38,364		35,900	
Travel	242		1,000	
		39,403		38,400

DEPARTMENT OF INDUSTRY

	EXPENDITURES $	$	ESTIMATES $	$
PROVINCIAL STUDENT AGRI-CREW				
Materials & Supplies			3,000	
Salaries	51,209		53,000	
Travel	4,612		4,000	
	55,821		60,000	
PROVINCIAL YOUTH DEVELOPMENT PROGRAM				
Salaries		188,689	89,800	
STUDENT VENTURE CAPITAL PROGRAM				
Grants				
Loan Guarantee Writeoff	550			
Student Venture Capital Program	6,082		6,800	
	6,632		6,800	
PROVINCIAL WAGE SUBSIDY PROGRAM				
Materials & Supplies	781		3,000	
Grants				
Provincial Wage Subsidy Program	92,902		102,000	
	93,683		105,000	
SPECIAL EMPLOYMENT INCENTIVE PROGRAM				
Grants				
Special Employment Incentive Program		11,250	13,200	
		395,478		313,200
HUMAN RESOURCE DEVELOPMENT				
FEDERAL-PROVINCIAL RELATIONS				
Administration	1,994		2,300	
Materials & Supplies	307		1,000	
Salaries	58,922		59,800	
Travel	222		2,000	
	61,445			65,100

DEPARTMENT OF INDUSTRY

	EXPENDITURES $	$	ESTIMATES $	$
HUMAN RESOURCE DEVELOPMENT				
ADULT AND CONTINUING EDUCATION				
Administration	1,193		1,200	
Materials & Supplies	1,418		2,600	
Salaries	88,139		91,900	
Travel	7,523		7,600	
Grants				
Manpower Training	4,122,900		3,920,300	
Adult Night Classes	105,000		105,000	
Holland College Capital Equipment	73,500		73,500	
Skills Growth Fund Project	449,615			
		4,849,288		4,202,100
HUMAN RESOURCE DEVELOPMENT				
RESEARCH & ANALYTICAL SERVICES				
Administration	263		1,400	
Materials & Supplies	1,189		900	
Salaries	58,421		60,300	
Travel	2,545		2,800	
		62,418		65,400
TOTAL DEPARTMENT OF INDUSTRY		**$8,854,671**		**$7,783,900**

DEPARTMENT OF INDUSTRY

	REVENUE $	$	ESTIMATES $	$
DEPARTMENT MANAGEMENT				
Administration				
Fees & Services				
Miscellaneous	417			
Sales				
Miscellaneous	22,439		17,200	
		22,856		17,200
INDUSTRIAL DEVELOPMENT				
Federal Development Plan		59,800		
INDUSTRIAL DEVELOPMENT				
Handcraft Development				
Federal Development Plan	13,898			
Fees & Services				
Miscellaneous	57			
Sales - Handcraft	1,147		1,500	
		15,102		1,500
BUSINESS DEVELOPMENT				
Administration				
Sales				
Miscellaneous			300	
Program Support				
Federal Development Plan	44,048			
Industrial Research				
Federal Development Plan	28,336			
		72,384		300
INDUSTRIAL DEVELOPMENT				
Sales				
Recoveries-Forgiveable				
Performance Loan Program		29,310		

DEPARTMENT OF INDUSTRY

	REVENUE			ESTIMATES	
	$	$	$	$	$
COMMUNITY ECONOMIC DEVELOPMENT					
East Prince Regional Services Centre					
Sales - Miscellaneous	1,244				
Eastern Kings Regional Services Centre					
Sales - Miscellaneous	1,207				
West Prince Regional Services Centre					
Sales - Miscellaneous	14,472			14,400	
Southern Kings/Queens Regional Service Ctr.					
Sales - Miscellaneous	1,803			1,000	
Evangeline Regional Services Centre					
Federal - Miscellaneous	23,483				
			42,209		15,400
HUMAN RESOURCE DEVELOPMENT					
Employment Development					
Provincial Student Agri-Crew					
Fees & Services					
Miscellaneous	23,996			25,000	
Student Venture Capital Program					
Investment					
Miscellaneous	50				
			24,046		25,000
Adult and Continuing Education					
Federal					
Canada Manpower	5,032,252			4,374,200	
Work Activity	1,639			1,500	
			5,033,891		4,375,700
TOTAL DEPARTMENT OF INDUSTRY			**$5,299,598**		**$4,435,100**